

CALIFORNIA ASSOCIATION OF HEALTH UNDERWRITERS

POLICY & PROCEDURES

ARCHIVE

POLICY TITLE: Membership Affinity and Endorsed Products Programs

CLASSIFICATION: Executive

POLICY NUMBER: 2004

COORDINATOR: Executive

MOTION:

SECONDED:

DATE SUBMITTED (INITIAL):

DATE APPROVED:

APPROVED BY:

AMENDED:

REVIEW: 2017

PURPOSE: Establish a method for selecting programs and/or products to be offered to members and to establish a method for entering into endorsement or sponsorship agreements and provide non-dues revenue.

POLICY:

1. CAHU will offer affinity programs and products to mutual benefit of its members and the Association.
2. CAHU will actively seek appropriate businesses that are aligned with its members needs for specific products and services for these affinities
3. Any unsolicited outside vendors or organizations that approach CAHU in entering into agreements which could result in revenue to the Association or special benefits to its members should submit written proposals for contract to the Executive Director.

PROCEDURE (S):

1. Proposals for these products or programs shall be initially reviewed by CAHU staff and the appropriate committee of the Association and by legal counsel, as needed. A report of their findings shall be submitted to the Board of Directors with a recommendation for action and the Board shall vote whether to enter such relationships. Staff shall notify the vendor of final decision and proceed accordingly.
2. If the relationship will include the use of CAHU's logo it should be clearly stated in the proposal and that use should be included in the motion for approval of the proposal.
3. This Policy specifically excludes sponsorships of specific events or exhibits at those events.

FINANCIAL IMPACT:

Variable based on the program with desired outcome revenue positive or neutral.